

MARKETING ADVISORY GROUP, INC.

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Email Specifications Checklist

The CAN-SPAM Act (S 877) was signed into law by President Bush on December 16, 2003 with an effective date of January 1, 2004. Upon consultation with counsel, review of the e-mail standards recommended by the Direct Marketing Association (DMA), and what we consider to be best practices. Marketing Advisory Group, Inc. is enacting the following e-mail list rental policies effective January 1, 2004.

Email Specifications Checklist

Each of the items below must be met in order for the list provider to complete your e-mail broadcast.

- Create "Clear" Subject Line.** Do not use "teaser" copy in subject lines. Subject lines must be clear; we recommend either your product or service name coupled with a stated benefit to the recipient.
- Provide Advertiser Name For The "From" line.** The sender's (advertiser) from line must be the company name or a recognized division or brand of that company. There has to be an obvious connection between the information in the "From" line and the body of the advertisement. This covers both the from line and from address. Individual's names or the name of the rented list cannot be used.
- Provide advertiser specific opt-out.** Each advertiser must provide a way for a recipient to "opt-out" of future messages. The list provider will continue to include an "opt-out" option for future messages from the list provider, however the advertiser must also provide a link to their own opt-out mechanism. The provided link will be included in the footer copy. It is acceptable to duplicate this link within your creative, however the list provider's policy is to include this link along with the list providers opt-out link in the footer with a clear differentiation of the two to avoid confusion for the recipient.
- Include Postal Address Within Your Creative, both HTML & Text.** The advertiser's street address must be in the body of the e-mail message. This must be the physical address. We cannot accept P.O. Box addresses.
- Provide Opt-out Suppression File.** This must be a complete list of email addresses of each recipient who has opted-out from the advertiser's e-mail messages, or that specific company division, updated within 10 days of the list provider's broadcast. Suppression files can be delivered directly to us via email.

Note: It is important that each file transaction include the order number and advertiser name.

This policy is not a warranty, guarantee, or promise that no legal liability will arise from sending emails pursuant hereto. All mail originators are responsible for their own content, and the list provider or Marketing Advisory Group, Inc. will not indemnify the content originators, nor will it be responsible for any incidental or consequential damages that may result.